

FY 2008 Annual Program Performance Measures

DEPARTMENT: MICHIGAN DEPARTMENT OF LABOR & ECONOMIC GROWTH

APPROPRIATION UNIT: Department Wide Administration

PROGRAM: Office of Communications

TIMELINE:

October 1, 2007 through September 30, 2008

PROGRAM MISSION STATEMENT:

The Office of Communications, Media & Public Relations (MPR) and Division of Media Technology (DMT) supports and disseminates the DLEG message, and in so doing helps Michigan families, consumers, labor and industry by providing audio, video, written and graphic communications with clarity, creativity, and distinction.

We will do our utmost to treat all inquiries in a friendly, professional manner and to use good humor to diffuse potentially difficult situations. We will provide the highest quality communication products and tools within our parameters. We will use direct and indirect feedback from customers and partners to assess the quality of our services and outreach i.e. debriefing meetings after cable show productions and programs.

PROGRAM STATEMENT:

The Office of Communications provides dynamic communications using specialized technologies to reach internal and external audiences. DMT proactively promotes state programs and services with messages in support of DLEG and State of Michigan initiatives. Specifically, this office produces outreach communication tools (media) using technologies such as digital audio and video recordings, cable television programs, graphic arts, and electronic newsletters. Keeping pace with current mass media technologies and strategies, DMT provides creative concepts, graphic design, script writing, video production, and consultation services.

FUNDING SOURCES:

Restricted Funds
GF/GP

LEGAL BASIS:

Public Act 118 of 2007

CUSTOMER IDENTIFICATION:

Customers are varied for this office. To be effective communicators and build credibility with the media, we must be in close, constant contact with the Director's Office, DELEG bureaus and offices, the Governor's Office, and other departments of state government, so that we can provide the most timely, accurate and highest quality information possible.

Our Media Technology staff (DMT) services are primarily provided for the Unemployment Insurance Agency. DMT services are also provided to DLEG programs and other State departments who are interested in advanced techniques for promoting their product or service. Our customer base also includes State departments outside of DLEG, cable television (CATV) system providers, MI Works! Agencies, libraries, municipalities and the general public.

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MAJOR OBJECTIVES:

Traditional Outreach

Media: News releases, articles, op/eds, letters to the Editor, broadcast feeds, PSAs, editorial boards and proactive interviews.

Public Relations: To promote goodwill between the Department of Energy, Labor & Economic Growth (DELEG) and its customers to provide information designed to educate and update internal and external customers regarding DELEG programs and staff by providing newsletters, brochures, annual reports, open door meetings, directories of DELEG, speeches, videos and presentations.

Non-traditional Outreach

Fax broadcast information, internet, special events, MGTV, cable, radio, communication infrastructure, phone system, FOIA requests, graphic standards/templates, communication policies and training.

GOALS:

To respond to the Media and internal customers in a timely manner, and to other customer requests for information on the Department of Energy, Labor & Economic Growth's programs and projects. To also positively impact the behaviors of our customers by encouraging the use of new ways of accessing services i.e. web based services.

MAJOR OBJECTIVE #1:

Respond to media inquiries to the Department of Energy, Labor & Economic Growth

Comment:

- The Office of Media & Public Relations received, tracked and responded to 3210 calls from media outlets concerning DELEG programs.

MAJOR OBJECTIVE #2:

Research, draft, and issue all DELEG press releases.

Comment:

- The Office of Media & Public Relations issued 548 press releases.
- We continue to use the Outlook Mail system to help track and manage media calls. The archive function has proved to be very useful. By archiving old e-mails, we are able to quickly use the find function to pull together all calls and e-mails that have come in on the same topic or by the same reporter.
- The Office of Media & Public Relations also drafts releases for the Governor's Communications Office.

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- We now use a combination of methods to distribute news releases and collect media clips. The Bacon's web based media distribution lists continues to improve and provide us with improved outreach and targeting. We now do most of our clips electronically now that most media outlets have web sites and archives. We use newspaperclips.com to collect all DELEG-related news articles. The articles are then distributed department-wide to be inclusive.
- The Office of Media & Public Relations is the main contact for the Governor's Communications Office. We are continually contact by them requesting program information, statistical information. We also are the point agency for DELEG's Cabinet Action Plan reporting directly to the Governor's Policy staff in preparation for Cabinet Meetings.

MAJOR OBJECTIVE 3:

Design, create, update and manage all DELEG publications and brochures.

Comment:

- Provide overall design and cataloguing services for all DELEG .
- Designed and modified 53 forms and publications for DELEG customers, both external and internal.
- MPR staff designs and prints brochures, newsletters, posters, signage, program booklets.
- Logo design
- The DELEG publications checklist continues to be a very valuable tool especially since more and more DLEG agencies are using it routinely.

MAJOR OBJECTIVE #4:

Provide excellent internal and external communication via DELEG Intranet and Internet services and the department's monthly e-newsletter LEGwork.

Comment:

- MPR staff writes op-ed pieces and coordinates Editorial Board meetings across the state.
- MPR staff coordinates radio, print, and televised interviews.

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- MPR staff coordinates and staffs DELEG events.
- MPR writes speeches for Executive Office staff and develops PowerPoint Presentations.
- MPR writes and distributes messages from Executive Office staff.
- We have continued to improve our timeliness in getting information posted on the web. Virtually all news releases are now immediately available on our web site as soon as they are issued. We've increasingly used DLEG's Intranet side guide staff to information needed.

MAJOR OBJECTIVE 5:

Produce Cable Television (CATV) programming to support major DLEG initiatives and services. The shows often demonstrate State government services in action.

Comment: Produced 12 episodes of “**The Job Show**,” a monthly CATV show designed to help employers and workers. Information is given to assist people in making career choices, finding jobs or to learn more about the State's Workforce Development programs.

- October 2007 – Job Show # 835 features DLEG Deputy Director Andy Levin and others discussing No Worker Left Behind.
- November 2007 – Job Show # 836 explains how DLEG addresses veterans' employment needs through its Veterans Services Agency and programs such as TAP (Transition Assistance Program), Hire A Vet, and the Veterans Services Work Study program.
- December 2007 – Job Show # 837 features power technology. Discusses how the demand for power technicians and the need for energy is translating into career opportunities.
- January 2008 – Job Show # 838 discusses how the Michigan Talent Bank helps employers match job openings with qualified applicants.
- February 2008 – Job Show # 839 features state Dept. of Veterans Affairs to discuss re-employment of veterans, credentialing and licensing of military training.
- March 2008 – Job Show # 840 features representatives from MIOSHA and private industry discussing worker safety. A second segment explores how the Michigan Workers Compensation system works.
- April 2008 – Job Show #841 discusses the Michigan Opportunity Partnership initiative and No Worker Left Behind.

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- May 2008 – Job Show # 842 explains the two new services available to unemployed workers for receiving benefits – the debit card and electronic funds transfer.
- June 2008 – Job Show #843 focuses on youth employment and teen safety in the workplace. Features MIOSHA, Wage and Hour Division and private industry.
- July 2008 – Job Show #844 features the benefits of the Michigan Talent Bank, Career Portal and Job Fairs.
- August 2008 – Job Show # 845 features interview with new UIA director Steven Geskey and other UIA representatives discussing recent customer service improvements.
- September 2008 – Job Show #845 discusses the UIA's Employer Web Account Manager and its benefits for employers.

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MAJOR OBJECTIVE 6:

Produce Cable Television (CATV) programming to support major DLEG initiatives and programs.

Comment: Produced 9 editions of **Consumers Corner**, a monthly CATV program that helps the people of Michigan make informed decisions about products and services that are regulated by the government. Consumers Corner also helps people avoid scams and gain access to programs that provide financial relief.

- December/January 2007 – Features discussions on mortgage foreclosure prevention
- February 2008 – Features Office of Financial and Insurance Services discussing money, mortgages, insurance and investments and MSHDA discussing Cities of Promise and Cool Cities initiatives.
- March 2008 – Features the Public Service Commission discussing ways to save energy at home and how citizens can help to prevent copper theft.
- April 2008 – Features DLEG's Corporation Division and a demonstration of File Online system.
- May 2008 – A day in the life of DLEG Director Keith Cooley. Discusses role of the director as he reviews DLEG initiatives.
- June 2008 – Features DLEG Energy office discussing alternative energy technologies.
- July 2008 – Discusses UIA debit card and electronic transfer for those receiving unemployment insurance.
- August 2008 – Featured new State Insurance Consumer Advocate Butch Hollowell and plans to bring down auto and home owner insurance costs.
- October 2008 - Features the Department of Human Services the statewide Poverty Summit.

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MAJOR OBJECTIVE 7:

Produce a Cable Television (CATV) program aimed at Michigan youths to perpetuate a skilled workforce.

Comment: The Job Show for Teens informs teens of high growth careers with emphasis on the education they will need to be competitive in these areas. Produced two episodes

- Spring 2008 –Features operating engineers, innovative vehicle design competition and careers in robotics in the medical industry.
- Fall/Winter 2008 - Features dental hygienists, agriculture and auto mechanics.

MAJOR OBJECTIVE 8:

Produce a cable television show for Michigan State Housing Development Authority (MSHDA) centered around MSHDA issues of affordable housing, homelessness, revitalizing cities .

Comment: House Michigan debuted in July 2008 and is hosted by MSHDA director Keith Molin. Produced 3 episodes.

- July 2008 – Overview of MSHDA. Features MSHDA representatives introducing MSHDA initiatives, programs and services that help to improve quality of life for all residents.
- August 2008 – Homeownership and Save the Dream Refinance programs. Discusses homeownership in Michigan's current economy and ways to avoid foreclosure.
- October 2008 – MSHDA Partnerships discusses partnering with non-profit and non-government organizations to achieve same objectives.
- Designed, procured items and assembled new set for House Michigan cable TV show.

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MAJOR OBJECTIVE 9:

Design, create, update publications, brochures and provide general graphic design support and for UIA and other DLEG agencies.

Comment:

- Created and distributed to MWAs and general public electronic flyers/announcements for 12 editions of The Job Show, nine Consumers Corner and six House Michigan.
- Created UIA RICC Debit Card desk guide
- Provided layout, consultation, editing, coordinated printing for 4 issues of Labor Market Information newsletter.
- Provided design, layout, consultation, editing and coordinated printing for 19 regional brochures – LMI Career Outlook 2014.
- Produced 2 print editions of the Michigan Employer Advisor, began transition to electronic publication.
- Created and updated all UIA internal and external forms

MAJOR OBJECTIVE 10:

Design, edit, distribute and provide technical support for UIA internal and external newsletters.

Comment:

- Created and distributed 40 editions of the Buzz internal newsletter.
- Produced 2 print editions of the Michigan Employer Advisor, began transition to electronic publication.

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MAJOR OBJECTIVE 11:

Support and disseminate State of Michigan and DLEG messages by providing audio, video, written and graphic communication services both internally and externally.

Comment:

Provided A/V Services for:

- 4 Misclassification Task Force meetings
- 5 press conferences
- GOCFBI seminar
- RCAR event
- UIA training

Special Video Projects

- RCAR video
- MRS Comprehensive Training
- OSE – Getting to Say Yes video
- MCDA Retooling Michigan Conference
- Division on Deaf and Hard of Hearing presentation for SOAHR

Audio Projects

- GOCFBI seminar ads
- Misclassification Task force hearing
- MARVIN additions – English & Spanish

Video Public Service Announcements

- 4 Consumer's Corner
- 1 Veteran's PSA

Audio Projects

- UIA – Telephone Filed Claims IVR recordings
- UIA Employer Seminar podcast
- 6 Minimum Wage radio PSAs
- UIA phone phrase

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MAJOR OBJECTIVE 12:

Support State of Michigan and DLEG messages by providing marketing and consultation

Comment:

Marketing Projects

Governor's Office of Community and Faith Based Initiatives regional seminars – provided ad copy writing, graphic design and production of 4 print ads and 4 radio ads

- Placed print ads in 7 newspapers statewide
- Secured multiple radio spots on 10 radio stations statewide

Graphic design and marketing consultation for MIOSHA CET division's marketing kit

Marketing consultation/graphic design for State Insurance Consumer Advocate

- Created PowerPoint presentation
- Designed and produced visual aids, backdrops, banners and logo

CHALLENGES:

- DMT would like to utilize more web-based videos for its customers and for our own produced shows. DIT restrictions on the size and length and limitations of server space make it almost impossible.
- Computer and equipment and software programs are outdated and in need of upgrades to keep up with progress being made in the private sector.
- To utilize more web-based videos and voice messaging, DIT restrictions on the size and length of these files makes it almost impossible.
- MPR continues to use and update DELEG bureau or agency e-mail distribution lists to enhance our ability to respond quickly and accurately to media calls. This continues to be an effective tool. However, we have some challenges in how quickly some of our areas respond to us.